



CALIFORNIA  
TABLE GRAPE  
COMMISSION

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Fresno, California  
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fax: 559.447.9184  
[grapesfromcalifornia.com](http://grapesfromcalifornia.com)

## Memorandum

**DATE:** March 30, 2009

**TO:** Export and Shippers Advisory Committee Members

Chris Caratan

Todd Kinosian

Jerry DiBuduo

John V. Zaninovich

Tony Fazio

Jon Paul Zaninovich

Steve Gilfenbain

Marko B. Zaninovich

**FROM:** John Giumarra, Jr.

**SUBJECT:** Export Committee Meeting

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An export committee meeting has been scheduled at the below time and location.

**DATE:** Thursday, April 9, 2009

**TIME:** 10:00 a.m. to 2:30 p.m.

**PLACE:** Four Points Sheraton Bakersfield  
San Joaquin Room  
5101 California Ave  
Bakersfield, CA 93309  
661.325.9700

Please use the form included with this notice to indicate whether you will attend.

cc: Kathleen Nave  
Fred Lagomarsino  
David Marguleas

Enclosures

*The California Table Grape Commission prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, familial status, parental status, or religion. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the commission at 559.447.8350. The commission is an equal opportunity provider and employer.*

*California Table Grape Commission meetings comply with the Bagley-Keene Open Meeting Act. For information on this meeting, contact the California Table Grape Commission, 392 W. Fallbrook Suite 101, Fresno, CA 93711 at 559.447.8350. A copy of this meeting notice can be found at [www.grapesfromcalifornia.com](http://www.grapesfromcalifornia.com).*

# Agenda

## California Table Grape Commission Export Committee Meeting

Thursday, April 9, 2009  
10:00 a.m. to 2:30 p.m.  
Four Points Sheraton Bakersfield  
San Joaquin Room

### AGENDA TOPICS

- |            |   |                    |
|------------|---|--------------------|
| 10:00 a.m. | <b>1. Call to Order</b>                           | John Giumarra, Jr. |
|            | A. Welcome  |                    |
|            | B. Introduction of guests                         |                    |
|            | C. Approval of agenda                             |                    |
| 10:05 a.m. | <b>2. Opening Remarks</b>                         | Kathleen Nave      |
|            | A. Purpose of meeting/timeline                    |                    |
| 10:30 a.m. | <b>3. International Marketing Plan</b>            | Susan Day          |
|            | A. Review of 2008 export results                  |                    |
|            | B. Federal funding update                         |                    |
|            | C. Five-year strategic plan                       |                    |
|            | D. 2009 program updates                           |                    |
|            | E. Worldwide activities-plan and budget 2009      |                    |
|            | F. Proposed international marketing strategy 2010 |                    |
|            | G. Country plans and budgets                      |                    |
| 12:00 p.m. | <b>Lunch</b>                                      |                    |
| 12:45 p.m. | <b>International Marketing Plan (cont.)</b>       | Susan Day          |
| 2:00 p.m.  | <b>4. Market Access Update</b>                    | Susan Day          |
| 2:30 p.m.  | <b>5. Adjourn</b>                                 |                    |

**California Table Grape Commission**

**Export Committee  
Thursday, April 9, 2009  
10:00 a.m. to 2:30 p.m.  
Four Points Sheraton Bakersfield  
5101 California Ave  
Bakersfield, CA 93309  
Phone: 661.325.9700**

Participation Form

☐ I **plan to attend** the export committee meeting on Thursday, April 9, 2009 from 10:00 a.m. to 2:30 p.m.

☐ I **will not attend** the export committee meeting on Thursday, April 9, 2009 from 10:00 a.m. to 2:30 p.m.

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(name – please print)

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(company/affiliation – please print)

**Please fax this form to the commission office at 559.447.9184 or send your reply via email to [debbie@grapesfromcalifornia.com](mailto:debbie@grapesfromcalifornia.com).**